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U. S. Department of Agriculture

BERRYDALE GARDENS

Lock Box 685

San Jose

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California



Macatawa

Everbearing

Blackberry



1916



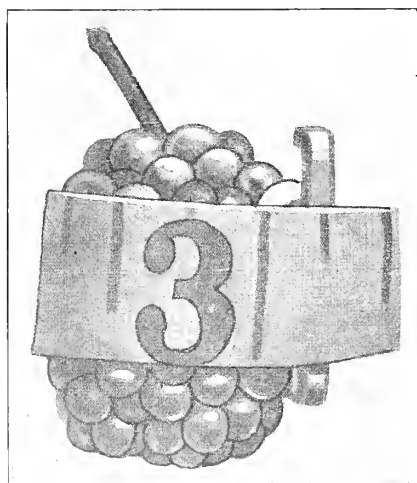
BERRY SPECIALISTS

SPECIALIZING ON
THE WONDERFUL

Macatawa Everbearing Blackberry



A Row of Dormant Macatawa Plants. They are Hardy—Stand 25 Degrees Below Zero. Grown by Alfred Mitting.



The Macatawa Berry is $3\frac{1}{2}$ inches one way by $3\frac{3}{4}$ inches the other.



Macatawa is a Great Berry for Canning.

2.09 In title

THE MACATAWA EVERBEARING BLACKBERRY OR THE MILLION DOLLAR BERRY.

ALFRED MITTING, has had twenty-five years experience as a mail order man, for forty-seven years has made a hobby of Berries and Berry plants, during that time Mr. Mitting has expended more than \$25,000.00, in experimenting and among other things, he has produced that wonderful, everbearing blackberry MACATAWA.

It is quite within reason to believe that one that has made a life study of berries should be in a position to advise concerning the proper time for planting, the method of pruning for best results, the methods of culture, moisture, fertilization, etc., and finally, the way to secure the greatest money returns for the crop. MR. MITTING is capable of furnishing general and detailing information concerning the above subjects and stands ready at all times to advise the novice and the experienced planter as to the best and most satisfactory manner of handling berries from planting to marketing.

The possibilities in the industry of berry culture are almost beyond comprehension. THE Macatawa is the largest producer in the world, furnishing from 15,000 to 18,000 quarts to the acre. These are capable of evaporation and when put on the market in twenty-five pound boxes, will produce over \$2,000.00.

There is a big demand for evaporated berries and the public is just beginning to realize the food value and the deliciousness of the revived evaporated berry.

Mr. Mitting, will be ready to discuss with any prospective grower, the merits and possibilities of the opportunities offered in berry culture, you are at liberty to ask any questions desired and they will be frankly and fully answered.

CULTURE OF THE MACATAWA BERRY.

Berry plants in their native state, grow best where the ground is covered with a leaf mulch and only slightly shaded by trees. THE MACATAWA delights in a heavy sandy loam or clay loam soil, with good drainage and opportunity for easy root action, or the plants should be placed five feet apart in the row and the rows should be eight feet apart, the young plants come from suckers from the roots and not from tips, they should be mulched with rotten stable manure leaves, etc., this will serve to retain the moisture and keep it at an even temperature, in dry weather it is a good plan to make a ditch between the rows and irrigate twice a week, being a continuous grower the MACATAWA requires more moisture than any other berry.

In pruning the side branches should be cut back half of there former summers growth, the plants need no trellies.

May 1/16. This is a good representation of the Macatawa Berry. It will produce 1,000,000.00. Order. We have the plants. 9.



On the Coast the MACATAWA will commence to bloom about the 15th of February and the fruit can be picked from the 15th of March, until frost comes in the fall, if planted where the temperature never falls below sixty degrees the fruit may be had all the year around.

The MACATAWA is the sweetest blackberry known and is a true hybrid, being a cross between the EARLY ELDORADO & BURBANKS GIANT HIMALAYA. It takes its uprightness, most of its sweetness, its early ripening, shape, color and flavor from the ELDORADO and its branching habit, long season of growth and great productiveness from the HIMALAYA.

ALFRED MITTING.

May 1/16. This is a good preparation for the 1000.000. Order. We have the Plan to 100

...Berrydale Gardens...

Wholesale and Retail Growers of

Calla and Freesia Bulbs. Berry and Carnation Plants.

109 Washington Avenue. Lock Box 685.

SAN JOSE, CAL., January 1, 1916.

CIRCULATION MANAGER

Dear Sir:

INCREASE YOUR CASH CIRCULATION.

During the spring of 1912 we filled over 7500 orders of Himalaya Berry plants for the "Iowa Homestead" of Des Moines, Iowa. Each order consisted of five plants, at 25c. per order. On October 22, 1915, under the name of the Sherlock Circulation Agency, they write us asking if we will fill their orders for 1916. In 1912 we also filled orders for berry plants for "The Fruit Belt" Grand Rapids, Mich., and other publications.

On their five-week advertisement we filled over 1000 orders of 1915 Macatawa plants for "The California Cultivator" of Los Angeles, Cal. They were so well pleased, they wrote us they would make a winter campaign for that berry, for cash customers, during 1916.

This coming season we shall devote most of our time to filling mail orders for plants to subscribers of newspapers and magazines under the following conditions:

1. Territory will be allowed according to circulation.
2. We agree to send six plants, postage prepaid on each order, to any part of the United States, Canada or Mexico. Price, 25c. per order. Cash must accompany each batch of orders.
3. We guarantee safe arrival of plants. In case of loss in transit we refill order free of charge. In the past our average of complaints has been only 3 to each 1000 shipments.
4. Photos and description sent free.
5. You to furnish light, linen tag with address on one side. On other side we paste a sticker of inspection.
6. We accept orders from December 1, 1915, to May 15, 1916. We can fill orders for 1916 up to 1,000,000 plants.

Thanking you in advance for giving this your earnest consideration, we are

Yours for prompt service,

BERRYDALE GARDENS.

Lock Box 685. San Jose, Cal.

This Propagation is doing lots of good. to Alfred Hitting Agr. the Plant Industry, over 50,000 orders will be filled before May 1/16. This is a good Propagation for the U.S. Rep of apt to do. We would like to see 1,000,000. orders. We have the Plants. 42

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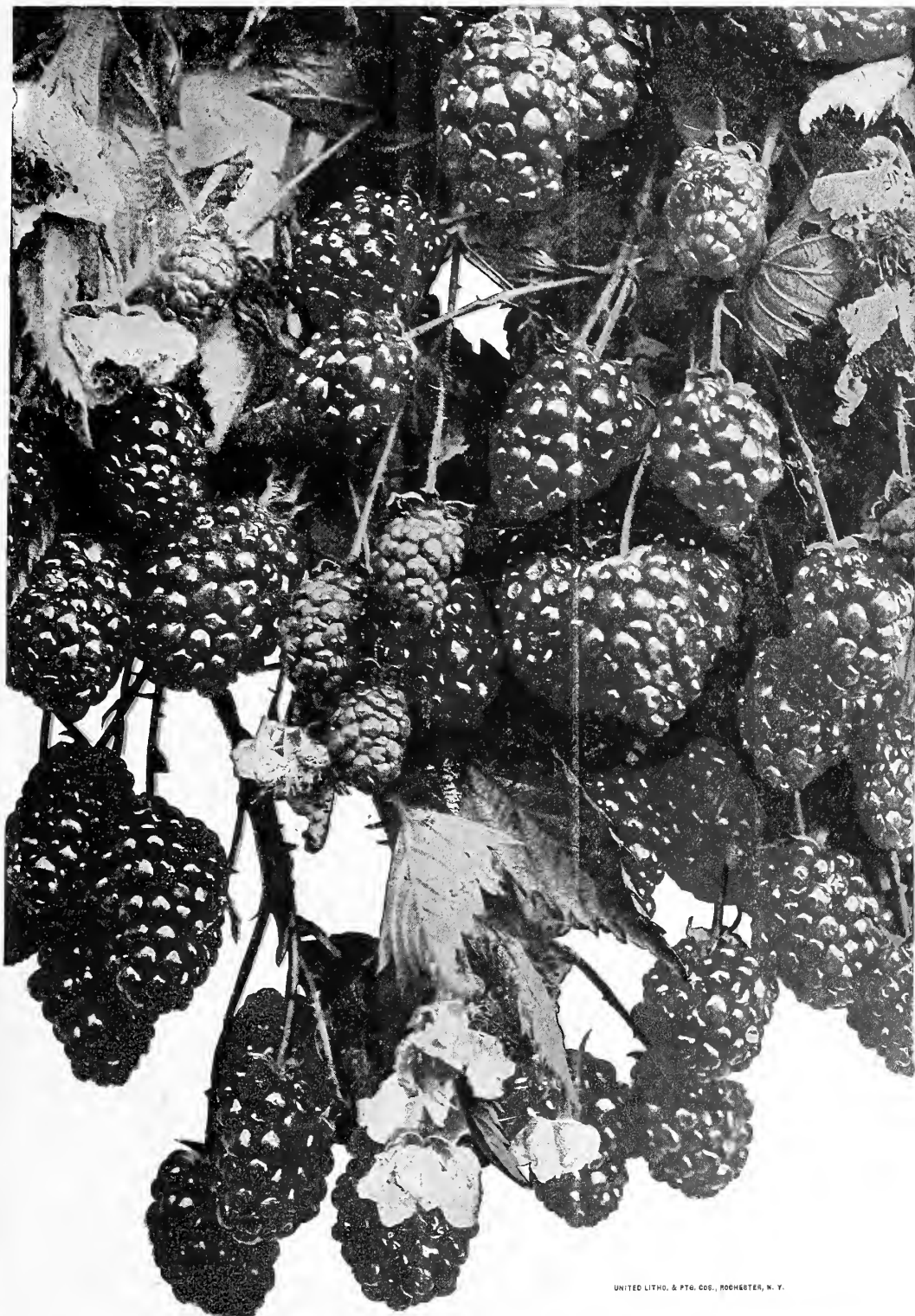
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NEW MACATAWA EVERBEARING BLACKBERRY



UNITED LITHO. & Ptg. COS., ROCHESTER, N. Y.

**Originated by Alfred Mitting, 1909, at Holland, Mich.
A cross between Giant Himalaya and Eldorado.**

NEW MACATAWA

Everbearing Blackberry



THE MACATAWA, originated by Alfred Mitting in 1909, at Holland, Michigan, is a cross between the true Burbank's Giant Himalaya and the Early Eldorado Blackberry, and I have given it the name it now bears. The Macatawa is a continual fruiter Spring, Summer and Fall. It is sweet, even in a green state; in fact, it's the sweetest blackberry grown, and the only true Everbearing Blackberry grown to my knowledge. Its fruit is very large, uniform in size, jet black, oblong, with no core, and very slightly seeded; very solid and will ship 1000 miles. It is a grand canning berry and fine for dessert, jams and jellies, juice and wine. It is an upright self-branching grower and needs no support. Half of its year growth should be pruned back, and all the dead fruiting wood removed. The first year from planting it makes a growth of two feet, the second year four feet, and the canes harden as they mature. It blooms and bears both green and ripe fruit all at the same time. The bloom is very large, the size of a silver dollar, and some are semi-double and pure white.

The Macatawa should be planted five feet apart in the row, the rows eight feet apart, taking about 1000 plants to the acre. If we would imitate nature in plant life, we shall find the wild blackberry in its native state growing in an open space below hillsides, around lakes, in a moist soil of heavy sandy loam and clay, and you will always find it with a leaf mulch. Therefore try to imitate nature in growing the Macatawa Berry by mulching with old leaves or coarse stable manure. As it is a continual bearer, even in dry seasons, a small ditch should be made between the rows, so that water can be run through, which should be done twice a week.

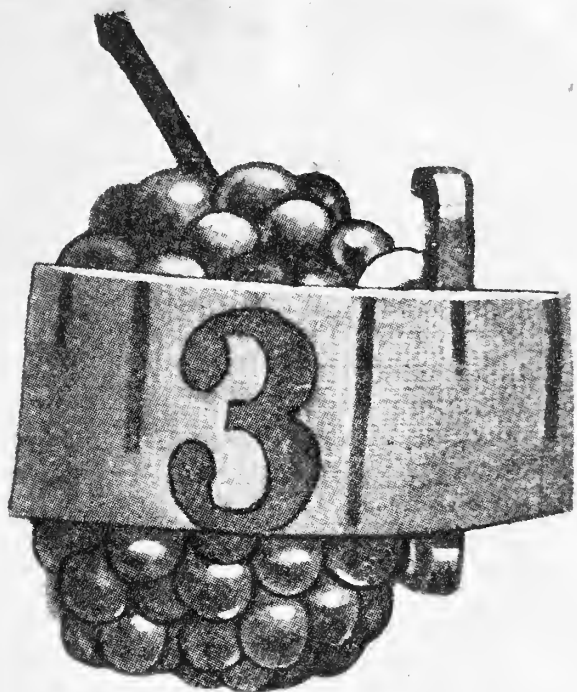
We offer strong 1 year old plants, 6 for \$1.00; 12 for \$2.00; 25 for \$4.00; 50 for \$7.50; 100 for \$12.00, prepaid to your city.

Address all orders to

BERRYDALE GARDENS

Lock Box 685

SAN JOSE, CALIFORNIA



The Macatawa Berry is $3\frac{1}{2}$ inches one
way by $3\frac{3}{4}$ inches the other.

*Showing the firmness of the
Berry. Alfred. Nutting.*



POST CARD

:-: THE NEW :-:

Macatawa Everbearing Blackberry

This berry was originated by Mr. Alfred Mitting at Holland, Michigan, in the year 1909, and introduced to the public in the fall of 1912. The Macatawa is a cross between Burbank's Giant Himalaya and the Eldorado Early Blackberry. The name comes from two Indian names meaning "cold and dry," and was suggested to Mr. Mitting from the fact that the Macatawa withstands, without the slightest damage, the coldest winters and the dryest summers.

The Macatawa has the characteristics of both its parents. It is coreless and almost seedless, very solid, jet black when ripe and can be shipped without bruising. It is large and sweet—the sweetest berry grown—is oblong in shape and very uniform. It will average in circumference three and a half inches one way by three and a quarter inches the other way.

It is the only everbearing blackberry in the world. From the time that spring opens till frost stops its growth, it will be in bloom and fruit continuously.

The Macatawa is of upright growth, self branching and requires no support. Half of the previous season's growth should be pruned back every year, when the plant is in a dormant state, and all the dead leaves should be removed. You will thus secure fruit of uniform size and of great abundance, from 15,000 to 18,000 quarts to the acre.

The plants come from suckers and not from rooted tips. Young plants should be placed five feet apart in the row with eight feet between the rows. The plants delight in plenty of water, as they are rapid growers and require more water than any other variety of berry except strawberries.

When placed upon the market the Macatawa will outsell any other berry and bring a substantial return. They will produce more fruit to the acre than any other berry. If you want a berry of rapid growth, of great production and ready sale, you cannot find one that will approach the Macatawa.

We have a select stock of one year old plants that we will ship at the following prices: Three plants, 50c; six plants, \$1.00; twelve plants, \$2.00; twenty-five plants, \$4.00; fifty plants, \$7.50 and one hundred plants, \$12.00. We pay express charges in all cases.

BERRYDALE GARDENS

Lock Box 685

:-:

San Jose, California



NEW
EV. BLA
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